

City of Las Vegas

AGENDA MEMO

PLANNING COMMISSION MEETING DATE: DECEMBER 3, 2009

DEPARTMENT: PLANNING AND DEVELOPMENT

ITEM DESCRIPTION: MSP-36336 - APPLICANT/OWNER: WMC II ASSOCIATES, LLC

**** CONDITIONS ****

STAFF RECOMMENDATION: APPROVAL, subject to:

Planning and Development

1. Conformance to the Conditions of Approval for Master Sign Plans MSP-6344, MSP-15823 and MSP-34474.
2. Conformance to the sign elevations and documentation as submitted in conjunction with this request, date stamped 10/08/09, except as amended by conditions herein.
3. A Waiver of the Parkway Center Standards of the Downtown Centennial Plan is hereby approved, to allow a maximum wall sign area of 2,968 square feet where 50 square feet is the maximum area allowed.
4. A Waiver of the Parkway Center Standards of the Downtown Centennial Plan is hereby approved, to allow wall signs to extend above the bottom of the second floor window sill where such is not allowed.
5. All signage shall have proper permits obtained through the Building and Safety Department.
6. All City Code requirements and design standards of all City departments must be satisfied.

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**** STAFF REPORT ****

APPLICATION REQUEST

This is a request to amend the previously approved Master Sign Plan (MSP-6344) for the World Market Center development to include five large wall signs on the existing parking garage structure at 445 South Grand Central Parkway. The proposed signs will depict only the advertisements of the property owner, existing tenants or business affiliates of World Market Center; no off-premise signage is proposed or allowed. Given the scale of the overall project area, the distance from the proposed sign location to the adjacent streets and the minimal impact to neighboring properties, staff recommends approval of the amended sign plan. If denied, the existing approved Master Sign Plan will remain unchanged and no additional signage may be installed on the site without first amending the Master Sign Plan.

BACKGROUND INFORMATION

<i>Related Relevant City Actions by P&D, Fire, Bldg., etc. and Property Sales</i>	
11/23/98	The City Council approved a Rezoning (Z-0100-97) from M (Industrial) to PD (Planned Development) on 178 acres including the subject property. The Planning Commission and staff recommended approval.
07/05/00	The City Council adopted Ordinance 5238, thereby adopting the Downtown Centennial Plan, which contains standards for the subject site.
05/16/01	The City Council approved a Site Development Plan Review [Z-0100-97(3)] for a proposed 1,000,000 square foot commercial development (World Market Center Phase I) and a Waiver of off-street parking requirements at the southwest corner of Grand Central Parkway and Bonneville Avenue. The Planning Commission and staff recommended approval.
06/15/05	The City Council approved a Master Sign Plan (MSP-6344) for World Market Center Phase I at 495 South Grand Central Parkway. The Planning Commission, Parkway Center Architectural Review Committee (PC-ARC) and staff recommended approval.
07/06/05	The City Council approved a Site Development Plan Review (SDR-6593) for a 1,619,219 square-foot commercial center (World Market Center Phase II). The Planning Commission, Parkway Center Architectural Review Committee (PC-ARC) and staff recommended approval of the request.
01/12/06	The Planning Commission approved a Site Development Plan Review (SDR-10427) for a proposed four level parking garage with 2,175 parking spaces and Waivers of Parkway Center Development Standards at 475 Grand Central Parkway. The Parkway Center Architectural Review Committee (PC-ARC) and staff recommended approval.

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06/07/06	The City Council approved a Major Amendment (SDR-12636) of a previously approved Site Development Plan Review (SDR-10427) to add five levels to the approved parking garage and for the World Market Center Phase III development. The Planning Commission and staff recommended approval.
09/07/06	Planning and Development Department staff approved a Minor Amendment (SDR-16509) to an approved Site Development Plan Review (SDR-12636) to reduce commercial square footage, reduce the height of the parking garage by one story, and revise parking requirements for World Market Center Phase III.
10/18/06	The City Council approved a Major Amendment (MSP-15823) to an approved Master Sign Plan (MSP-6344) to add signage for World Market Center Phase II. The Planning Commission and staff recommended approval.
04/16/08	Neighborhood Services Code Enforcement inspected the property at 445 South Grand Central Parkway for a vagrant camp (Case #355136). The case was closed by Code Enforcement on 04/16/08.
01/29/09	Planning and Development Department staff approved a Temporary Sign Permit (TSP-33226) for the temporary installation of four (4) proposed 53-foot by 56-foot wall signs on the existing parking garage structure at 445 South Grand Central Parkway, from 01/30/09 to 02/28/09.
03/11/09	Planning and Development Department staff approved a Temporary Sign Permit (TSP-33790) for the temporary installation of one (1) proposed 62-foot by 55-foot wall sign on the existing parking garage structure at 445 South Grand Central Parkway, from 03/23/09 to 04/21/09.
06/11/09	Planning and Development Department staff approved a Minor Amendment (MSP-34474) of a previously approved Master Sign Plan (MSP-6344) for additional signage within the existing World Market Center commercial development.
<i>Related Building Permits/Business Licenses</i>	
02/01/07	A building permit (#07000458) was issued for a parking structure at 445 South Grand Central Parkway. A final inspection was completed 08/22/08.
02/01/07	A building permit (#07000459) was issued for onsite improvements and hardscapes at 445 South Grand Central Parkway. No inspections were completed and the permit expired 08/04/07.
08/29/07	Building permits (#86976, #86977, #86978, #86979, #86980, #86981, #86982) were issued 08/29/07 for sprinkler systems on Levels 1 through 7 of the parking garage at 445 South Grand Central Parkway. Final inspections were completed 05/07/08.
<i>Pre-Application Meeting</i>	
09/04/09	<p>Submittal requirements for a Master Sign Plan were discussed. The following issues were identified at this meeting:</p> <ul style="list-style-type: none"> • Waivers of Parkway Center Signage Standards are required for area and height of wall signage. • No off-premise signage will be allowed.

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Neighborhood Meeting	
A neighborhood meeting is not required for this application, nor was one held.	
Field Check	
10/27/09	Staff conducted a field check of the subject property and found a parking garage in excellent condition. No signage was noted on the exterior of the structure.

Details of Application Request	
Site Area	
Net Acres	14.68

Surrounding Property	Existing Land Use	Planned Land Use	Existing Zoning
Subject Property	Surface Parking, Parking Structure	MXU (Mixed Use)	PD (Planned Development)
	Off-Premise Advertising Sign	MXU (Mixed Use)	PD (Planned Development)
North	Trade Center/Wholesale Showroom (Temporary Exhibit Area)	MXU (Mixed Use)	PD (Planned Development)
	Off-Premise Advertising Signs	MXU (Mixed Use)	PD (Planned Development)
South	Trade Center/Wholesale Showroom (Building 3)	MXU (Mixed Use)	PD (Planned Development)
East	Undeveloped (Symphony Park)	MXU (Mixed Use)	PD (Planned Development)
West	Interstate 15 ROW	ROW (Right-of-Way)	ROW (Right-of-Way)

Special Districts/Zones	Yes	No	Compliance
Special Area Plan			
Downtown Centennial Plan	X		Y
PD (Planned Development) District	X		Y
Special Districts/Zones	Yes	No	Compliance
Special Purpose and Overlay Districts			
Downtown Overlay District – Parkway Center	X		Y
A-O Airport Overlay District (175 Feet)	X		Y
Downtown Casino Overlay District	X		Y

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Trails	X		Y
Rural Preservation Overlay District		X	N/A
Development Impact Notification Assessment		X	N/A
Project of Regional Significance		X	N/A

MASTER SIGN PLAN REQUIREMENTS FOR ON-PREMISE SIGNAGE		
THRESHOLD	YES	NO
Non-Residential project with a site larger than 15 net acres	X	
To establish the requirements/limitations for signs located in the Gaming and Downtown Overlay Districts, and any uses not regulated elsewhere in Title 19.14 located in the Planned Community and Planned Development Districts	X	
To establish requirements/limitations for signs in a specific development	X	

DEVELOPMENT STANDARDS

Wall Signs: Pursuant to Title 19.14 and the Downtown Centennial Plan Parkway Center Standards, the following standards apply:				
Standards	Allowed	Previously Approved	Proposed	Compliance
Maximum Number	All signs shall fit within the architectural frame or sign band of the storefront, or occupy the same square footage to enhance the architectural character of the buildings	No signage previously approved for parking garage elevations	Five (5) wall signs on east and south elevations, to fit within the dimensions of the parking garage	Y
Maximum Area	Max. 50 SF for wall signs. Size shall be consistent with the scale of the building	No signage previously approved	56' tall x 53' wide to be consistent with the proportions of the garage facade	N
Location Requirements	Signs above second floor shall be limited to two tenants of the building or the name of a hotel	No signage previously approved	Proposed signage extends above second level	N
Design	All signs should establish a façade rhythm, scale and proportion where not currently existing	Façade rhythm, scale and proportion exist	Façade rhythm, scale and proportion exist	Y

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Material	All signs should be appropriate in color and texture to the building on which it is placed	No signage previously approved	Sign contains vinyl mesh material	Y
Illumination	Internal/External; no animation	No signage previously approved	Non-Illuminated; no animation	Y

Waivers		
Requirement	Request	Staff Recommendation
Downtown Centennial Plan VII.E (6)(c) – Permitted signs: modular wall signs shall be no greater than 50 square feet in area.	To install five (5) wall signs of 2,968 SF each	Approval
Downtown Centennial Plan VII.E (6)(f) – No building signs shall be permitted above the bottom of the second floor window sill. Signs above this height may be allowed for a max. of two (2) tenants per office building for the name of a hotel and are limited to letter signs, either illuminated or non-illuminated, with one (1) square box sign allowed in which a logo can be illuminated.	To install a wall sign 56 feet in height that will extend above the second floor of the existing parking garage	Approval

ANALYSIS

This request, if approved, would allow for the installation of five (5) 2,968 square-foot vinyl mesh signs onto the exterior of the existing World Market Center parking garage. Four of the signs would be placed on the east wall and one on the south wall of the parking garage. Two previous temporary sign permits have been approved by staff for similar signage and placement on the parking garage structure to advertise during past trade shows held in the adjacent trade center buildings, which are located on the same legal lot. Approval of this application would make the signs a part of the approved Master Sign Plan for the World Market Center development and eliminate the necessity of obtaining a Temporary Sign Permit each time these types of signs are requested.

The proposed signs are not illuminated, nor will they contain animation. Additionally, the proposed signs depict only the advertisements of the property owner, existing tenants or business affiliates of World Market Center; no off-premise signage is proposed (nor are new off-premise signs allowed per the Parkway Center Standards).

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The proposed signage complies with Parkway Center Signage Standards, except for wall sign area and wall sign height, for which waivers of the Downtown Centennial Plan Parkway Center Standards are required. If approved, the waivers would only apply to the parking garage elevations; changes elsewhere on the site would require separate application for a waiver to be reviewed on a case-by-case basis.

FINDINGS

The waivers for signage height and size are acceptable, as they are compatible with the scale and proportions of the parking garage. At the time of their establishment, the Parkway Center code standards were intended for much smaller office buildings on smaller sites. The existing parking garage is in itself a large building on a large site containing even larger structures. The size of the proposed signage is appropriate for passersby to read along facing rights-of-way, which are located an unusually long distance from the garage. Staff therefore recommends approval.

NEIGHBORHOOD ASSOCIATIONS NOTIFIED

25

NOTICES MAILED

46

APPROVALS

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PROTESTS

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